Veterinary Economics

1981 ARTICLE INDEX

PART I—FEATURE ARTICLES

ADVERTISING & MARKETING

Cole's Advertising Guide..... Jul p40
A tongue-in-cheek lesson of methods veterinarians might use to advertise their services.

Develop Your Practice's Marketing Potential....Jun p40
Start taking advantage of the tremendous number of marketing ideas in your own practice.

The Three "R's" of Professional Marketing.... May p20
A creative and inventive approach to marketing professional services will increase bottom line.

BOOK REVIEWS

An Atlas of Veterinary Surgery .....Feb p58
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CLIENT RELATIONS AND EDUCATION

Educated Clients Are More Fun .....Mar p42
It's up to DVM to make client aware of the profession and its services.

Learning to Deal With Stress and Anxiety..... Jul p44
Studies show that the most stressful elements of a DVM's work involves interaction with clients.

What Is Behind Your Client's Actions ..... Jul p27
Many variables contribute to clients taking preventive health care measures for their pets.

COMPUTERS

Cash Register-Computer-Practice Analyzer ....Mar p22
A register that gives you service analysis, production income and a bit of practice promotion.

Do Veterinarians Need Computers?.....Jun p34
A feasibility survey shows how veterinarians feel about computers in the profession.

In-House Computer System ..... Aug p24
A system designed by veterinarians and an expert, specifically for use in their practice.

EDITORIAL PANEL

Should We Allow Clients to Help? .....Jan p25
DVMs are placing themselves in legal jeopardy by allowing clients to help by holding their pets.

Just What Is A Financial Planning Consultant? .....Feb p29
The panel gives suggestions for evaluating consultants.

Needed, More Emphasis on Remodeling.....Mar p17
A proposal that the H-O-Y Competition be enlarged to offer a category for remodeling projects.

Do You Get Personal With Your Patients?.....Apr p19
Including family surname with pet's name can make a favorable difference in your clients' attitude.

Our Veterinary Newsletter Caveats ..... May p19
Explore benefits, as well as legal and ethical pitfalls, if you're planning a newsletter.

Applause for PAW .....Jun p23
DVMs are urged to support "Pets Are Wonderful" campaign emphasizing benefits of pet ownership.

Again We Ask–"How's Business?"..... Jul p23
The panel wants to know just how interested DVMs are in the economic trend of the profession.

Do You Practice Preventive Political Medicine? ..... Aug p23
The way to keep government out of our practice is not to stay out of government.

AVMA and the Racehorse Medication Controversy .....Sep p17
AVMA recently passed Resolution 10, a position statement on the issue.

A Good Time to Consider Incorporating .....Oct p19
The tax climate has never been more favorable for incorporating.

Is It Time to Form An Association of Emergency Clinic Owners? ..... Nov p23
An association would expedite an exchange of ideas and operational guidelines.

"Doc, I want to be a Veterinarian..."
The brutal truth is that future veterinarians may be trapped in a profession with little financial reward. .... **Dec p25**

ENERGY CONSERVATION

Energy Conservation Improves Your Bottom Line .....Jun p44
An energy audit will show you what areas of your practice consume too much energy.

We Must Conserve Our Energy Supplies ..... Apr p56
Finding a solution to the energy crisis is our problem, as well as the future generations.

FINANCIAL MANAGEMENT

"Are We Depression Proof?" ..... Nov p24
Practitioners are unconvinced that the positive trend will continue.

A Banner Year? ..... Mar p18
3rd "How's Business?" survey statistics show parvo as a major contributor to increased volume.

Determine Financial Goals Before Investing ..... Apr p48
Maximization of income is of fundamental importance to every investment program.

Forecasting Fees ..... Jun p26
The author explains his "Practice Cost Index" and gives instructions on its use.

Getting Out Profitably ..... Mar p27
Share price and payment method must be settled before a partner leaves a professional corporation.

How Good Is Your Billing System? ..... Aug p40
Billing clients will never be profitable, but an efficient collection system can cut losses.

How Much Risk Can You Take? ..... Apr p45
The author tells how to decide if high risk investments are right for you.

How Safe Is Your Safe Deposit Box? ..... May p46
You can protect yourself in the event that your safe deposit box is robbed.

How's Business? ..... Jan p43
The third in a series of surveys to compile comparative data on practice activity.

Learn to Interpret Financial Statements .. Sep p46
Financial statements can tell you the state of your practice and forecast the financial future.

9 Questions You Should Answer Before You Buy or Lease Equipment ..... Jan p46
Could leasing equipment, furniture or office machines be a viable alternative for your practice?

The Numbers Game ..... Jan p50
Your net may be shrinking in buying power unless you adjust your fees to cover all your costs.

Picking the Best Payment Option ..... Aug p34
Making payments the first of the month may be easiest, but not necessarily the least expensive.

Planning for Financial Security ..... Jun p42
The author discusses some of the key aspects of life insurance.

Reduce Your Purchasing Costs ..... Jan p54
As money becomes tighter, it becomes increasingly important to get the most from your dollar.

Using Your Building to Generate Cash ... May p23
Your building could be a source of cash, either from a loan or sale-leaseback.

What Are Your Dollars Really Worth? .... Nov p28
Develop a picture of your practice's financial trends by comparing 1981 income to prior years.

What the New Tax Law Means to You ..... Oct p20
New regulations regarding taxes for individuals and corporations offer opportunities to save.

GENERAL INTEREST

Animal Health Keeps Growing ..... Jan p32
Statistics released by AHI show the animal health market is edging close to $2 billion in 1980.

Drug Salesmen Are People Too ..... Nov p37
DVMs seem to be building a reputation among drug detail men, and it's not one the author likes.

Infinitely More Than a Large Animal Hospital ..... Mar p20
The chief of staff of The Animal Medical Center speaks out in its behalf.

HERD HEALTH

Anthelmintics Can Improve Herd Management ..... Sep p36
A recent study shows preventive use of anthelmintics can affect calf weights and reproduction.

HOSPITAL DESIGN AWARD WINNERS

Alma School Animal Hospital ..... Aug p38
Animal Medical Center ..... Jul p46
The Animal Medical Pavilion ..... Feb p46
Hospital of the Year Award ..... Apr p20
Brady Veterinary Hospital ..... Jun p45
Cromwell Veterinary Hospital ..... Oct p51
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Treasure Hill Animal Hospital ..... Nov p47
Trout Brook Veterinary Clinic ..... May p50

HOSPITAL PLANNING & DESIGN

"The First Floorplan Was a Disaster!" .... Apr p20
Interview with the people involved in the construction of 1980's Hospital-of-the-Year.

A Process of Elimination ..... Apr p38
The judges of the H-O-Y Competition discuss some mistakes made by the designers in 1980.

HUMAN/COMPANION ANIMAL BOND

A Challenge to Get Involved ..... Sep p34
DVMs must realize they are dealing with the owner's mental health as well as pet's health.

Communicating the Rewards of Pet Ownership ..... Jun p24
PAW is a positive public education program emphasizing the benefits pets bring to owners.

The Emotional Importance of Pets ..... Nov p44
By better understanding the value of pets as a whole, we can have a positive impact on clients.

Exploring Owner Behavior Patterns ..... Feb p39
Therapist discusses need to determine owner's behavior problems and how they affect the pet.

The Veterinarian and the Human/Companion Animal Bond ..... Sep p18
Veterinarians must be receptive to the importance of the bond between clients and their pets.

PERSONNEL MANAGEMENT

Can You Afford to Train Your Own Technicians? ..... Dec. p47
The decision to hire a trained technician or someone with no training is based on several considerations.

Employee Manuals Are Important ..... Apr p60
A well-written, informative handbook can start the new employee out on the right foot.

Help Your Receptionist Work Effectively ..... **Oct p44**
Aside from the DVM, the receptionist is probably the most important person in the practice.

Leasing Employees Can Cut Costs ..... **Dec. p46**
Employee leasing offers an improved benefit package for employees and tax savings for the veterinarian.

Setting Up A Hospital Volunteer Program ..... **Mar p47**
Keys to a successful volunteer program are organization and respect for participants.

What Good Is an Animal Technician? .... **Feb p30**
The author discusses the numerous benefits of hiring trained animal technicians.

PET HEALTH INSURANCE

Hospital Insurance for Animals... An Impossible Goal? ..... **Dec p26**
Introduction to two new approaches to prepaid health plans.

PRACTICE BUILDERS

A Cure For the Winter Doldrums. ..... **Feb p31**
The author's marketing idea helped increase his business.

Wheels: A Second Chance for Paralyzed Pets ..... **Jan p57**
Paralyzed dogs gain mobility by using two-wheeled carts designed by an orthopedic surgeon.

PRACTICE MANAGEMENT

Animal Hospitals Aren't Immune to Theft ..... **Jul p34**
It's possible your most faithful, trusted employee is stealing from you and your hospital.

Automatic Processors Insure Quality Radiographs ..... **Feb p52**
The author gives some advice to DVMs considering the purchase of automatic processors.

Creative Purchasing Can Save You Money ..... **Jul p51**
Substantial amounts of money can be saved if you use group purchasing or contract bids.

Conference for Practice Managers Takes Shape ..... **May p43**
Hospital Administrators' meeting will take place in conjunction with VETEC's PMW.

Don't Let Clients Control Recalls ..... **Feb p38**
Recall/record system pinpoints which clients are due for what, and who to remind about boosters.

A Forum for Hospital Managers ..... **Nov p46**
The Veterinary Hospital Managers Association will offer members a place to discuss problems.

Good Office Forms Increase Efficiency ..... **Aug p28**
The right kind of office forms can improve your practice and make it easier, overall.

Have You Measured the Magnetism of Your Practice Lately? ..... **Jul p24**
Survey determines what qualities clients rate as most important in choosing a veterinary practice.

How to Develop a $500,000 Practice .... **Dec. p42**
The author believes a veterinarian can handle as much business as he wants, using the right management system.

Ingenuity and Electronics Produce Practice Aids ..... **Oct p40**
An elevator, emergency light system and cautery/heart monitoring unit improved this practice.

Inventory/Order System Can be Profitable ..... **Nov p42**
Description of an inventory system that doesn't require a complete overhaul of your stockroom.

Organize Your Purchasing Procedures... **Feb p56**
Every practice should use purchase orders to help maintain control of what you buy.

Setting and Reaching Practice Goals .... **Feb p33**
The author outlines a 4-step process which should be applied to the management of practices.

Survey the Security of Your Building ... **Nov p38**
Locate the weak points in your facility by conducting a security survey.

A 32 Hour Work Week? Impossible! ..... **Jul p42**
With more intensive scheduling and willingness to depend on others, this is possible.

What Happens During a Practice Management Weekend? ..... **Sep p38**
Information on computers, marketing and sessions for practice managers are scheduled.

SPECIALTY PRACTICE

The Day of the Specialist is Coming ..... **Oct p42**
Don't be afraid to use the veterinary specialists in your area.

Is Multi-Specialty Group Practice the Answer? ..... **May p32**
Guidelines for combining board-certified specialists into a multi-specialty group practice.

TAX TIPS

Purging Pitfalls from Installment Sales... **Jan p53**
Installment Sale Revisions ..... **Feb p27**
Tax Trends Ahead in 1981 ..... **Mar p44**
Some Last-Minute Reminders ..... **Apr p64**
Keep Real Estate Out of Corporation ... **May p55**
Defining Real Estate's Tax Status. ..... **Jun p50**
Awaiting a Verdict on Capital Cost Recovery ..... **Jul p55**
A Way Out – No Fault Corporate Divorce ..... **Aug p42**
Avoid Penalties on Withheld Taxes ..... **Sep p50**
Year-End Tax Planning Tips ..... **Dec p52**

THE VETERINARIAN AND THE LAW

Architects Lose Fee Over Cost Limits ... **Jan p18**
Client Sues Veterinarian for Negligence.. **Feb p22**
When a Gentle Dog Bites ..... **Mar p12**
Was It Cholera? ..... **Apr p14**
Did Worm Remedy Cause Deaths? ..... **May p12**
Court Nixes Wrong Diagnosis Charge ... **Jun p16**
Did Negligence Cause Infertility? ..... **Jul p16**
Race Horse Trauma – Whose Fault? .... **Aug p12**
Definition of Expert Witness Changes Trial Outcome ..... **Sep p14**
When Is a Pet Deemed Abandoned? ..... **Oct p12**
Client Participation Causes Problems... **Nov p20**
Restrictive Covenant Prevents Competing Practice ..... **Dec p18**

PART II – NEW PRODUCTS, LITERATURE

BUILDING & OFFICE EQUIPMENT

Art works ..... Dec
Billing Service ..... Nov
Buildings, prefab. ..... Apr
Cages, runs, accessories ..... Jan, Jun
Cleaning products/equipment
..... Jan, Apr, Jun, Sep
Computers ..... Mar, Dec
Feeding equipment (swine) ..... May, Jun
Flooring materials. ..... Mar, Jun
Garments, drapes, packwraps. ..... Jan, Mar
Insect control equipment. ..... Jan, Sep, Nov
Insurance ..... Aug
Lab animal housing & behavioral instrumentation
..... Sep, Dec
Leasing, equipment ..... Dec
Lights ..... Jan, Dec
Mobile and truck units ..... Jan
Odor control products ..... Jan
Office equipment ..... Feb, Apr, May, Jul, Nov
Office forms. ..... Jan, May, Sep
Record-keeping equipment
..... Jan, May, Jun, Sep
Tables, stands and table pads. ..... Jan, Oct
Tape recorder, speech compressor/expander
..... Feb
Telephone & intercom system .... Jan, Sep, Oct
Water treatment ..... Mar

FOODS, ADDITIVES & NUTRITION

Food supplements, LA ..... Jan, Mar, May
Food supplements, SA ..... Aug, Nov, Dec
Pet Foods ..... Jan, Mar, Apr, May, Dec
Vitamins and minerals, injectable ..... Jan, Sep

MEDICAL EQUIPMENT & DEVICES

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Animal warmers ..... Jan
Blade sharpener ..... May
Bloat relief ..... Jun
Dental equipment ..... Jan
Diagnostic equipment ..... Mar, May, Sep
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Ejaculator ..... Jan
I-D tags ..... Jan, May, Jul
Inoculation equipment ..... Jan
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Laboratory equipment and services
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Medication applicators/dispensers
..... Jan, Feb, Apr, May, Aug
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Wound management ..... Jan, Aug, Sep, Oct
X-Ray equipment ..... May, Jul, Nov

MEDICINE & DRUGS

Anthelmintics. ..... Feb, Mar, May, Aug
Antibacterials. ..... Jul, Oct
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Bacterins ..... Jan, Feb, Apr, May, Nov
Corticosteroid ..... May
Euthanasia drugs ..... Sep
Foot-Rot compound ..... Jan
Growth stimulants ..... Jan
Heartworm preventive ..... Feb
Inflammatory therapy. ..... Jan, May
Insecticides ..... Jan, Mar, Apr, Jul, Dec
Microbial culture for foals ..... Feb
Ophthalmic preparations. ..... Jan, Jun
Shampoos ..... Dec
Thyroid stimulator. ..... May
Topical medications ..... Jun, Jul, Nov, Dec
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Vaccines, Avian ..... Jun
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Vaccines, SA. .... Mar, Apr, May, Jul, Aug, Dec

BOOKS, PAPERS, REPORTS, ETC.

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..... Jul, Sep, Oct, Dec
Client education and literature
..... Jan, Apr, May, Jul, Aug
Drug usage reports ..... Apr, May, Oct
I V wall chart ..... Dec
Library of Literature ..... Aug
Livestock bruising & diseases ..... Apr, Dec
Newsletters ..... Jan, Mar
Office procedures. ..... Apr, May, Sep
Stamp and dog guides ..... Dec
Swine diseases. ..... Apr, Dec
USDA publications ..... Apr, Jul
Veterinary texts. ..... Jan
X-Ray fundamentals ..... May